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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**In re application of:** MATZ, *et al.*

**Group Art Unit:** 3688

**Application No.** 10/017,111

**Examiner:** ALVAREZ, Raquel

**Filed:** December 14, 2001

**Attorney Docket:** 01372

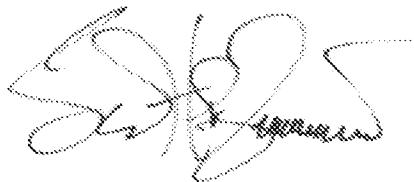
**Title:** "Method and System for Targeted Incentives"

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**37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION**

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Scott P. Zimmerman  
Name of Person Transmitting This Paper



September 3, 2009  
Date of Transmission

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**37 C.F.R. § 1.114 SUBMISSION OF AMENDMENT  
WITH REQUEST FOR CONTINUED EXAMINATION**

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Mail Stop: RCE  
Commissioner for Patents

Commissioner:

The Assignee respectfully requests continued examination and entry of the following amendment and remarks in response to the final office action mailed June 12, 2009. The Assignee respectfully submits that the amendment and remarks contained herein distinguish the pending claims from the cited documents.